



CROWDFUNDING

The Challenge

Crowdfunding website was founded with the mission to help nonprofits organizations to get the most out of their fundraising efforts. The client wanted to build a platform which would help non- profits raise funds online. The client wanted to leverage the opportunity of online presence and reach the maximum audience. The platform would enable non-profit organizations to engage their communities with the fundraising tools to reach their goals.

The client has started this business from scratch and within a few years, they have grown very well. Now they have a fifteen people team with Avion to handle their website and applications.

ACTIVITIES

- Analytics
- Website Design
- Product Design
- Quality Control



The Solution

Avion has evaluated the site as a solution for increasing engagement on the website and as a way to increase conversions and average order value. Avion Technology, Inc developed the website from scratch which has a fresh and more appealing look to attract user traffic on the site.

The site has various fundraising tools like donation appeals, peer-to-peer, merchant partners, online store, crowdfunding, events and registrations, volunteers, team raisers, sponsorships, memberships. Users can integrate these fundraising tools on their site or can create fully hosted sites. The site also has the Stripe payment gateway integration for payment. The site owner can publish blogs on the site and answer to frequently asked questions for visitor's information.



The Result

The client has started using the website and found more traffic on the site. As a result, more funds are raised on the site. These funds are utilized for social cause.

The website now has more than 5000+ active users. Recently, Avion has also developed iOS and Android mobile applications for the client.

Technology

- CodeIgniter
- Twitter Bootstrap
- CSS3
- jQuery
- MySQL

